

**Central Hollywood Coalition  
Sunset & Vine BID Board Meeting**

**MINUTES**

February 10, 2015, 4:00 – 6:00 p.m.  
Sunset Media Center  
6255 W. Sunset Blvd., Suite 915

**ANNUAL MEETING**

**Officers and Directors Present**

Carol Massie, President, McDonald's Restaurants  
Arthur Stroyman, Secretary, Kilroy Realty Corporation  
Kitty Gordillo, Treasurer, Hollywood Wilshire YMCA  
David Calabrese – CIM  
Charles Eberly, The Eberly Company  
Brian Folb, Paramount Contractors  
Melissa Logan, Amoeba Music  
Michael Nourmand  
Fred Rosenthal, Ametron  
Joyce Williams-Maxwell, Emerson College

**Absent**

Fabio Conti, Vice President, Fabiolus Cucina  
Chase Gordon, Avison Young  
James Haydu, ex-officio member, SEE-LA  
Elva Hernandez, Hudson Pacific Properties  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences

**Consultants**

Joe Mariani, Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Matthew Severson, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance  
Ginnie Gallo, Hollywood Property Owners Alliance

**Guests**

Steve Seyler, Andrews BID Security

**I.     CALL TO ORDER – CAROL MASSIE – 4:16 p.m.**

**II.    REPORT FROM NOMINATING COMMITTEE – CHARLES EBERLY**

- A. Eberly welcomed newly slated Board members David Calabrese - CIM, Michael Nourmand - Nourmand & Associates, and Joyce Williams-Maxwell - Emerson College. Their two-year terms will be from 2015 through 2017.

**It was moved by Charles Eberly, seconded by Kitty Gordillo, and CARRIED to approve the election of new Board Members Calabrese, Nourmand, and Williams-Maxwell. Unanimously approved.**

- B. Election of officers to serve as Executive Committee for Central Hollywood Coalition for a one-year term.

President – Carol Massie  
Vice President – Fabio Conti  
Secretary – Arthur Stroyman  
Treasurer – Kitty Gordillo

**It was moved by Charles Eberly, seconded by Melissa Logan, and CARRIED to approve the election of Executive Committee for Central Hollywood Coalition. Unanimously approved.**

**III. ADJOURNMENT OF ANNUAL MEETING** – 4:25 p.m.

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**MONTHLY MEETING**

**I. Call to Order**

Carol Massie called the meeting to order at 4:25 p.m.

**II. Public Comment & Introductions**

- Matthew Severson, Operations Coordinator and newest member of the HPOA team, was introduced to the Board by Morrison. Severson gave a brief history of his background.

**III. Approval of Board Minutes**

The minutes from the January 13, 2015 Board meeting were distributed to the Board.

**It was moved by Brian Folb, seconded by Arthur Stroyman, and CARRIED to approve the minutes from the meeting on January 13, 2015. Unanimously approved.**

**IV. Treasurer's Report – Kitty Gordillo**

- A. **Financial Statements:** Gordillo walked the Board through the 1/31/15 financial statement. The Cash Flow document was given to the Board which noted a cash carry-over from 2014 at \$109,910. Total expenses for January were \$121,328. The first installment of assessment revenue should arrive in February.

**It was moved by Charles Eberly, seconded by Fred Rosenthal, and CARRIED to approve the 1/31/15 financial statement. Unanimously approved.**

## **V. COMMITTEE & PROGRAM REPORTS**

### **A. Security Committee – Kerry Morrison, Fred Rosenthal**

1. January 29, 2015 Homeless Count - Board members Conti and Stroyman were part of the 120 volunteers involved in the 2015 homeless count. It was noted that homeless encampments throughout the count area doubled to 91 from 2013 and the street count was up in the 40+ census tracts counted that night. The official numbers will not be available from LAHSA until April or May. Steve Seyler noted that the BID Security's monthly count was up by 100 over this time last year. There seem to be some new trends; staff is noticing a younger generation of drug users who have no access to immediate assistance. Many are on meth and are violent. Morrison noted that since the Homeless Registry began in 2010, 330+ have been housed and are off the streets.
2. Americorps Partnership - Morrison reported that she will be interviewing potential workers from the federally funded "Hope for the Homeless," administered by the Weingart Foundation. The first person she chose in January did not work out. In conjunction with The Center at Blessed Sacrament Morrison has arranged to hire one worker for ten (10) months at the approximate cost of \$10,000. This person will be tasked with homeless outreach and because, based upon the monthly homeless count numbers conducted by BID security, half of the homeless individuals reside in the Sunset BID. As per board action in January, costs will be shared with the Hollywood BID.
3. Parking Meters – The status of "Real Change – Hollywood" was discussed with Morrison. The project has been put on a temporary hold due to the need for sponsors. Each meter would require approximately \$2,000 for installation and maintenance. Morrison is looking into a way for the BID assume the expenses.

### **B. Marketing and Communications – Devin Strecker and Joe Mariani**

1. Ad-Hoc Marketing Committee will meet to decide what to do with 2015's increased budget. Some ideas include an increase of Blogger tours, branding work for Sunset & Vine, employee profiles of people working in the BID, activation of Chase Plaza, "Way Finding," and improving the visitors guide. Strecker will provide more information plus estimated costs to the next Board meeting.
2. Music Festival – The next meeting will be on February 25, 2015 at 2:00 p.m. The Board is invited to attend.

### **C. Streetscape & Planning Committee**

1. The "Hollywood on the Move" Mobility Summit will be held tomorrow, February 11, 2015. All members of the Board are invited to attend. The new head of the city's DOT will be the featured speaker.

2. CleanStreet Parking – Mariani reported that the Cherokee lease for the CleanStreet vehicles is being prepared. Rent is \$1,250 per month for 1,100 sq. ft. and is being paid by the Hollywood Bid. It was suggested that the CHC Board pick up the DWP monthly charges.

**It was moved by Charles Eberly, seconded by Brian Folb, and CARRIED to approve the costs of the DWP expenses at the Cherokee Building. Unanimously approved.**

3. RFQ for Landscaping Design Consultant – Morrison has plans to develop a draft RFQ for the Streetscape Committee to review. This will likely be a second quarter project.
4. Vine Street Vandal – The trees continue to be vandalized and BID Security and LAPD have identified a suspect. The detectives will make the call as to next steps.

## **VI. Staff Reports**

- A. Change Order – Morrison advised the board that every year, they are presented with a change order to the core service agreement between the Hollywood Property Owners Alliance and the Central Hollywood Coalition. There are few changes in year's change order – just dates, and minor service fluctuations. The monthly management fee remains the same as the previous year, \$13,083/month.

**It was moved by Fred Rosenthal, seconded by Brian Folb, and CARRIED to approve the 2015 change order between HPOA and CHC. Unanimously approved.**

- B. Public Records Requests – In January, Adrian Riskin requested eight (8) major public records searches which will take a considerable amount of time to respond to. HPOA will respond in good faith to his request. In addition to the records mentioned, Morrison has recently received an additional email requesting more records. They will be addressed after the first batch.
- C. Hollywood & Los Palmas Open House – Mariani shared a flyer announcing an open house, sponsored by the Youth Policy Institute, to seek input on projects related to the Promise Zone and Promise Neighborhood initiatives. Mariani recently met with Allison Becker in the Mayor's office who is coordinating these efforts from the city's perspective. HUD will be offering \$500,000 in assistance for revitalizing neighborhoods which include affordable housing. Applications will be due by October, 2015, with the government deciding which community will receive the assistance in April, 2016. The Promise Neighborhood area includes a small section in the Hollywood BID but a major section of the Sunset BID.

## **VII. Next Meeting**

Tuesday March 10, 2015 at 4:00 p.m. The annual dinner will be held after this meeting. Both locations TBD, although it was recommended that Fabiolus Cucina be the restaurant.

## **VIII. Adjourn**

The meeting was adjourned at 5:45 p.m.